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In the Claims

1. (currently amended) An apparatus for recording and replaying [[a]]an audio subliminal message comprising:

a) a housing containing a recording device, said housing mounted within a stuffed animal, said recording device having a plurality of control buttons for controlling the recording device apparatus comprising record and play buttons, a start button, a mode button, and a set button;

b) a processor in said recording device connected to the plurality of control buttons for communicating instructions to various parts of the recording device apparatus;

c) a memory connected to the processor for storing said subliminal message audio data;

d) said recording device including a microphone connected to the memory for receiving said subliminal message audio data and providing the subliminal message audio data to the memory for storage;

e) a speaker connected to the memory for outputting the subliminal message audio data wherein upon activation of the record button a first of said plurality of control buttons said microphone is controlled to receive said subliminal message audio data and provide the received subliminal message audio data to said memory for storing the subliminal message audio data and upon activation of the play button a second of said plurality of control buttons said processor controls said memory to provide stored subliminal message audio data for audiblizing by said speaker at predetermined intervals[[.]] ;

f) said start button upon activation causing the processor to signal the memory to replay said stored subliminal message repetitiously at each of preselected intervals of time stored in said memory;

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g) said mode button upon being pressed for a predetermined amount of time causes said processor to instruct the recording device to enter into a clock setting mode, said set button upon being pressed causing time values to change; and

h) a plurality of control button extensions corresponding to each of said plurality of control buttons, said plurality of extensions being positioned on an outer surface of said stuffed animal.

2.   (canceled)

3.   (original) The apparatus as recited in claim 1, further comprising an LCD display connected to said processor for indicating an operating mode of said apparatus.

4-8.   (canceled)

9.   (currently amended) A method for recording and replaying [[a]] an audio subliminal message comprising the steps of:

a) mounting a recording device within a stuffed animal, said recording device having a plurality of control buttons for controlling the recording device comprising record and play buttons, a start button, a mode button and a set button, said recording device receiving said subliminal message audio data through a microphone upon activation of said record button, said plurality of control buttons having control button extensions corresponding to each of said plurality of control buttons, said button extensions being positioned on an outer surface of said stuffed animal a first control button;

b) storing the received subliminal message audio data in a memory; and

c) providing the stored subliminal message audio data to a speaker for audiblizing the stored subliminal message audio data upon activation of said play button a second of the plurality of control buttons at predetermined intervals[[.]] ; and

d) activating said start button causing the processor to signal the memory to replay said stored subliminal message repetitiously at each of predetermined intervals of time stored in said memory.

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10.   (currently amended) The method as recited in claim 9, further comprising the step of converting the subliminal message audio data from analog to digital form prior to said step of storing.

11-13. (canceled)

14.   (currently amended) The method as recited in claim 10 [[9]], wherein the predetermined intervals comprise audiblizing the subliminal message audio data a first time, followed by twenty repetitions of the subliminal message audio data one hour later, followed by twenty repetitions of the subliminal message audio data two hours later.

15.   (currently amended) The method as recited in claim 14, further comprising the step of repeating audiblizing of the subliminal message audio data at twenty repetitions in two hour intervals.

16.   (currently amended) The method as recited in claim 15, wherein repeating audiblizing of the subliminal message audio data at twenty repetitions in two hour intervals ceases after the third interval.

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